AMERICAN
GAS JOURNAL
Established 1859 Pioneer of the Gas Industry

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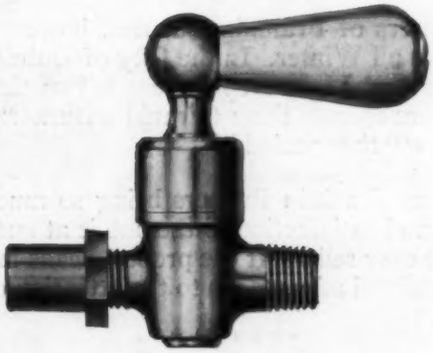
Lift and Turn
Two Motions that Assure *Absolute Safety!*



AJAX TITELOX

SAFETY RANGE COX

There's a vast responsibility resting on the gas company when selling gas ranges and other appliances; these must not only operate satisfactorily and present a pleasing appearance, but must combine the utmost safety in the control of the gas supply.

When absolute safety of gas control on any of your gas ranges or appliances is within easy reach it would be utter folly not to take quick advantage of it.

As its name implies *TITELOX* guarantees positive safety of gas control to any gas range or appliance on which it is used, for the following reasons:—

When handle is in shut-off position it locks automatically. *Gas cannot flow until handle is lifted and then turned in usual manner.*

The stop element of *TITELOX*, which is five times as strong as the wire pin type, is completely enclosed, thus guarding against possibility of the access of dirt or grit.

The conventional tail spring construction, with attendant possibility of becoming clogged and therefore inoperative, is entirely eliminated from *TITELOX;* incidentally increasing the working clearance under manifold.

Parts not affected by safety feature are made to conform to A. G. A. specifications and any part can be quickly replaced in case of necessity.

TITELOX is furnished with both fixed and adjustable orifices. Polished cap adds to the appearance of the range or appliance. Cost is practically the same as the standard type.

Send for Sample and Test It Yourself

AJAX BRASS & IRON CO., 15th & Washington Streets, West New York, New Jersey.

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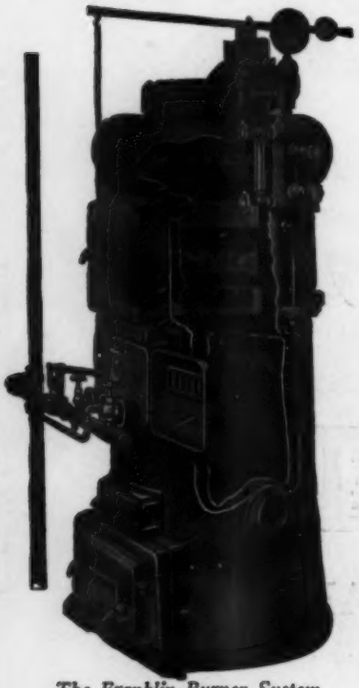
It's Never Too Late to Boost FRANKLIN BURNERS

Unlike other types of gas house heating systems which are usually installed during the Summer months, Franklin Quick Removable Gas Burners can be installed at *any time* during the year; because they utilize the warm air furnace, hot water or steam boiler and piping that are already in place.



The Franklin Burner System applied to Heating Boiler.

The Franklin Quick Removable Gas Burner System, as illustrated, is an auxiliary heating appliance for use on coal furnaces and boilers. It can be easily attached in a few minutes' time. Equipped with a swinging stop cock which makes a leak-proof installation when the burners are in use, and a complete shut-off when the burners are swung out of the way. Venturi Tubes are used in the burners. Economy and perfect combustion are possible under any and all conditions without air mixer regulation. Varying gas pressures will not affect the burner, cause it to backfire in the mixer, or go out under low pressure.

Therefore, the installation of Franklin Burners do not consume the time, or inconvenience the purchaser as if a whole new heating system had to be installed.

Franklin Quick Removable Burners are primarily stand-by equipment; to be used between seasons, when chilly mornings and evenings demand some heat but do not warrant the firing-up of the coal furnace; or to supplement the coal furnace, if this system is unable, due to fuel shortage or other cause, to supply adequate heat in zero weather.

Among the 125,000 users of Franklin Burners, however, are some who use them all Winter. In the City of Duluth, Minnesota, the Water and Light Department tell us that "Many of our consumers operate them (Franklin Burners) during the entire cold weather period."

So it is obvious that as Franklin Burners bring so much convenience, comfort and satisfaction to the public at such low cost, that they are easy sellers, if the proper means are used to bring their manifold advantages to the attention of your customers.

Begin *now* and talk up Franklin Quick Removable Burners. Our demonstration set cannot fail to impress and convince prospective purchasers; display it conspicuously and sales will follow.

Write for full details AT ONCE

Franklin Gas Burner Mfg. Co.

Vine and Mitchell Sts. **Cincinnati, Ohio**

MEMBERS THE NATIONAL TRADE EXTENSION BUREAU OF THE PLUMBING AND HEATING INDUSTRY

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AFTER 14 YRS.

Continuous Satisfactory Service

WEST GAS IMPROVEMENT CO.
of America, Inc.
441 Lexington Ave. New York.

American Gas Journal

SIXTY-SEVENTH YEAR

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"MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS"

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AMERICAN
GAS JOURNAL

Established 1859—Pioneer of the Gas Industry

Vol. 125. No. 11. NEW YORK, SEPTEMBER 11, 1926. Whole No. 3593.

The Fundamentals of Window Display

How to build a business getting display

L. E. Lindsay

Display Director, The Peoples Gas Stores, Chicago

THE fundamental point to remember in planning window displays, not only for a utility company but for any other business as well, is that a display window will return to its owner just what is put into it, the same as any other form of advertising. In other words, the more you put into a window in planning and execution, the more you will get out of it in advertising returns. As in buying an automobile or any other article, the better the material you buy the more satisfactory service you will get out of it. There remains, then, the task of finding the best way of putting the most into a window in order to get the most out of it.

The buying public of today is an educated buying public. Credit for this is largely due to the enormous volume, variety and quality of intelligent advertising in all of its forms indulged in by manufacturers of practically every known and nationally used commodity.

Advertising people are all servants of this educated public, which virtually tells us what it will buy, what it will pay, the kind of service it requires, how we shall advertise and just how our display shall be made in order to please it and incite it to do business with us.

Embody Idea Connected With Product in Display

In my experience I have found that the best way to do this is to embody in the display an "idea" directly connected with the product, either explaining its use or showing it off to its best possible advantage. This, then, presents more to observers and will hold them longer and, therefore, sell them more thoroughly. If they are held, they are interested, and if they are interested the chances are they will buy, if not at the moment, then at some other time. The "idea" helps sell the merchandise and vice versa. This does not, however, mean that elaborate displays are always essential. Often the simplest are best, if done properly.

How to get this type of window, then, remains the next question, and here is the answer:

What Successful Display Connotes

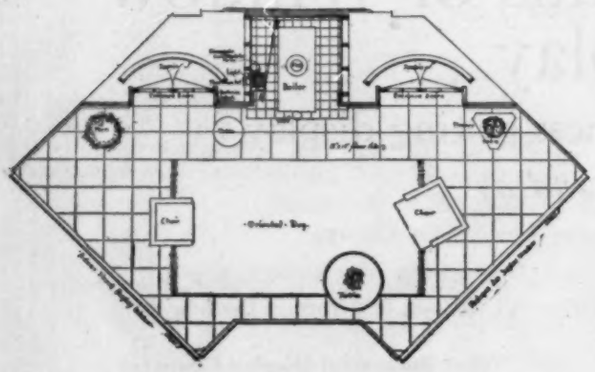
The fundamental ground work absolutely necessary to develop what may be called a "100 per cent window" is really complete knowledge on the part of the display man of the physical or other actual needs of the prospect plus a correct understanding of the psychological reactions that will occur in the prospect's mind, as he or she views the display and its idea. Unfortunately, this is too frequently overlooked or misunderstood, and the failure of certain displays to attract as expected is laid to other causes.

In the case of a gas company—our company, at least—strictly a woman's appeal controls the display of every item sold in the gas stores from simple biscuit cutters to water heaters and gas-fired boilers. In the case of the last-named items, the woman of the house sees the display in the window, is sold on the idea of its utility, economy or convenience, and buys at once, or goes home, tells her husband about it, brings him down and makes him buy. This is not fantasy, but an established fact. In addition, attractive displays of such items as water heaters and gas-fired boilers that will atract women will also attract the men.

Illustrations in Window

Having selected the fundamental thought for the display of the item or items in question, this thought must then be developed into an idea that will lend itself to illustration in a window. The display may then be built around that. In planning displays, one must keep in mind that the public must first be made to absorb the "idea" and then be moved to buying action. The display window offers one of the best places to accomplish this.

Begin by giving the item or items an environment, a natural physical condition which the article would have in the woman's home. Make it so life-like that as she sees it in the window she can imagine she is seeing it in her own home and she will then be in a proper frame of mind to come in and make a purchase. However, and this is very important, care must be taken to show one idea only in the window. If the display is of a gas-fired refrigerator, this should dominate. Other items not connected with it should not be shown in the same window. If company stock



Detailed floor plan from which display is built

is to be sold, the whole dsplay should be set for this one activity. Tell the story simply and without confusion. Illustrate professionally. The public resents amateurish efforts or effects which do more harm than good.

Thorough Knowledge Requisite

A display man's thorough knowledge of the needs of his own home (therefore of his prospects' homes), of his wife's needs (therefore of other housewives' needs), enables him to build the display with natural and correct appeal to the mind of the women prospects without stretching the thought any, or presenting it incorrectly. Women assistants in the display department of a company will often prove valuable for this reason.

The magnitude, construction and picturesqueness and all that tends to complete this human appeal, are limited only by the management of the company, who must decide what they are going to expect of their windows and then design them accordingly. Environment, picturesqueness and finish are the three cardinal points that must be correctly carried out to make a 100 per cent window display. To these should usually be added one or more brief catchy sales arguments on cards.

For instance, in the display of a gas-fired boiler, shown in the illustrations, we added two cards, one of which read, "This little boiler will heat a five-room bungalow," and the other, "It will cost to maintain between $40 and $50 per season per room." This gave observers a complete picture of how the boiler might be used, its advantages, and how much it would cost them to maintain.

Decorating Difficult Windows

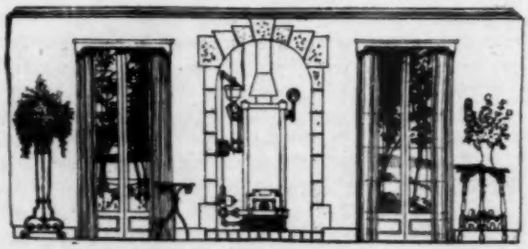
Here someone may remark that some companies may not have windows that will lend themselves to ornate decoration. How would they then proceed to obtain what might approximate "100 per cent windows"? That is where the trained display man comes in. His experience will enable him to cover, at least to some extent, physical deficiencies in display space, so that whatever displays are possible will nevertheless accomplish their mission as well as it may be done under the existing limitations.

It should be emphasized, however, that excellent display space is one of the strongest and "livest" assets any company can have. Good looking windows are really "sleepless salesmen." They are down on the street all the time telling your story. They work whenever there is anyone looking at them, without regard for store hours.

Sell Idea of Location

In larger items, such as a gas-fired boiler, it is good to sell the idea of location, as well as the item itself, and thus sell two ideas at once. Because of the peculiar construction of some modern homes, boiler location is a problem. It is possible to solve this for some people by a clever arrangement and suggestion in the setting. Let us take a practical application of this, for which we will use a typical window we recently displayed with marked success.

When the idea has been decided upon and developed in the mind of the display director, a floor plan should be drawn up to scale. An elevation or perspective of the completed window should then be made, including all of the working details that will serve as features of the display, such as furniture, rugs, pictures, scenic backgrounds, etc. Floor plan, elevation and photograph of the completed window are shown herewith.



Elevation drawn to scale according to floor plan

Building the Display

For this display we will use a Spanish type of cottage with red tile floors, pink brush-modeled plaster walls, Spanish doors with drapes in stripes of color to harmonize, wrought metal furniture, and the boiler set in an arched alcove in the hallway on an elevated green faence tile base. This can all be constructed of wood to represent the real thing, and the decorative features should be done by an expert interior decorator engaged from outside if the studio has no talent.

In the picture of the finished display there is shown an attractive colored and figured Oriental rug, which lends itself nicely to the setting. The furniture was carefully selected as to color, type and period.

Include Movement in Display

Whenever possible, movement or its suggestion should be included in a setting. To give this display completeness and to incorporate this movement, I added a demonstration of the periodic and automatic firing of the boiler, to drive home one of its big advantages, that of convenience. For this, I added the heat regulator installed in the alcove on the wall beside the boiler. The automatic control demonstration was then produced as follows:

Another view of the completed window. Compare this with the view including the figure and note which seems the more interesting

On the back of this wall was placed an added thermostat operated by an electric light from a light socket and three dry cell storage batteries for operating the switching mechanism of a motor. The regulator is set at room temperature and a blue light to represent the gas flame is arranged in the fire box to go on and off as the regulator operates. The motor will then make a half cycle movement in the regular way and the prospect looking at the display will be surprised to see the mechanism suddenly go into action. At the same time, the idea of automatic heat control is presented in a vivid manner. This intensifies interest and verifies the argument of automatic operation.

Completed window. Note how the figure of the woman adds a human interest touch to the display

On the wall is shown an actual heat regulator which, of course, is placed as a dummy, but is carded as automatically operating according to the temperature of the room. Thus every feature of sales argument for automatically controlled gas-fired boilers is brought out in this display in vivid reality.

The Human Touch

The figure of a housewife was added because it adds a touch of human interest, which is another prime essential of successful displays. Figures should be added when possible in life-like positions, as if they were demonstrating items on display or emphasizing arguments in their favor. When used, however, the figures should at least be good, preferably the best that can be obtained, for a poor figure will kill an otherwise good display. The figure shown is one imported from Paris at a cost of $250. Her wardrobe consists of complete wearing apparel in keeping with the setting. Every detail was carried out to perfection to preserve the illusion. How well it succeeded may be seen by the photograph and the attention which the display attracted.

Summing up, the management should first decide what they are going to expect of their windows and then design them according to approved standards so that they will fulfill their purpose. This can be done with surprising accuracy if the approved standards of first-class professional display are followed.

Impractical Theories and Panaceas *

Laws in their multitude and ineffectuality

Dr. Henry Mace Payne

Consulting Engineer, The American Mining Congress

LESS than a century ago, a railroad charter was refused in one of our now prosperous Mid-Western States on the ground that "If God had designed His intelligent creatures to travel at that frightful speed of fifteen miles an hour, He would have foretold it by the mouth of His holy prophets, and would have equipped all mankind with wings."

In the march of civilization and the evolution of industry, we find numerous and equally ludicrous attempts to regulate economic progress by legislative enactment, yet we continue to ignore the obvious. From the springs and levers which moved the bronze gods in the Egyptian temples, to the steam turbine and the electric generator, is but one tick of civilization's clock. We hear continued agitation for a minimum wage law, and its proponents tell us that such legislation would mark an advance in human relations. Let us go back for a moment to the reign of Hammurabi of Babylon, 4000 years B. C. We find, carved on the stone walls of the market place, a minimum wage statute covering brick makers, stone cutters, stone masons, the hire for beasts of burden, etc.

History records, however, that it was ineffectual. It was successively tried in Greece, later in Rome, and more recently in England, and in every instance it has utterly failed.

The Farmer's Problem

We hear much today of the problems of the farmer. We have pending investigations and legislation covering freight rates, farm wages, marketing, and the tariff. We hear proposed a plan to establish the price of wheat and to co-operatively store and market it.

We have but to go back 4,500 years and we find that this exact plan was put into effect in China, the price of wheat was fixed, great granaries were established, and yet the plan failed in every detail.

When I contemplate the recurring avalanches of legislation with which we are afflicted, I am reminded of the country preacher, who, after a twenty-five minute prayer, continued "And O Lord, may the day soon come when we shall reach that land where sermons go on forever and prayers never cease." An irreverent member of the congregation piously ejaculated "H—l for mine!"

The Visigothic Code

Another glimpse into the past: the Visigothic code was written by the Goths who came into Spain about 350 A. D. They were a very capable people, and developed a complete code of ethics, establishing a distinction between law-makers and law-enforcers, a distinction which we are fast obliterating in many instances, as in the Federal Trade Commission, and similar creations of recent years, where one man is both judge and jury.

It would be well for us, if some of the Visigothic code might be emblazened in golden letters around our legislative halls. We read: "The law-maker should be energetic and clear of speech, certain in opinion, ready in weighing evidence, so that whatever proceeds from the source of law may at once impress all hearers that it is characterized by neither doubt nor perplexity. The lawmaker should prefer morals to eloquence, and deeds rather than words. The transaction of public affairs does not demand as a reward of his labor the glamor of theatrical applause, but the law is destined for the salvation of the people."

Marketing Systems Changed

The mechanical development of industry, operating under the immutable laws of economics, has changed our marketing systems; buyer no longer hunts seller; high labor cost must be liquidated in production; service, quality and price are the masters of commerce. To attempt their control and their diversion by legislation is as futile as a recent Missouri law that "All hickory bark shall peel in January, in order that our farmers may utilize the Winter months in basket making."

In 1842 Philadelphia placed a ban on the use of bath tubs between November 1st and March 15th and increased water rates to all owners of "these newfangled contraptions"; Boston, going a step farther, made bathing unlawful except by doctor's prescription.

As an illustration of immature legislation, the stockmen, some years ago, were incensed because the railroads only granted a low freight rate on condition that they ship under a limited valuation clause. The rate was called a "minimum" rate and the result was that if a train was wrecked, the shipper only secured about half value for his stock.

Actual Valuation of Baggage

To overcome this, they appealed to the courts to force the railroads to pay actual valuation. Senator Cummins of Iowa, having served for years on the Interstate Commerce Committee of the Senate (and

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* Read at the Southwestern Geographic Division of the National Electric Light Association at Galveston, Tex., April 16, 1926.

probably the best posted man in the United States on transportation matters), moved that all shipments in interstate commerce be valued at a specified amount at the time of shipment. The other members of the Senate, assuming that he knew what he was talking about, passed the bill without question.

Ten days later, every big railroad station in the United States was blocked by people trying to check baggage, and held up because the law required an absolute and actual inventory value, and not a blanket value, as has since been made possible.

This was about 1910, and illustrates a law made impossible of performance, showing the necessity for pending legislation to receive consideration by those who are particularly affected by such legislation.

In our wild-eyed efforts to be the legislative architects of Utopia, we have designed fantastic structures of legislation, and statutory monstrosities of regulation.

In the state of Washington the Medical Practice Act concludes with these words: "Provided that nothing in this act shall be construed as opposed to the treatment of corns by prayer."

In writing its constitution, one of our more recently made states began its preamble "Whereas, we the people under God," etc., and one of the state legislators moved to amend by substituting the word "by" for "under." When a bill was introduced in the Minnesota legislature to apply to both Minneapolis and St. Paul, a state senator gravely objected because the Bible made abundant reference to St. Paul but none to Minneapolis!

Many Laws on Statute Books

In 1825 it required 180 volumes to hold our Federal statutes. In 1925 it required 18,500 volumes, and at the same rate, in 2025 we shall require 1,850,000 volumes. There is not a lawyer today who claims to know other than common law. To be familiar with present statute law would require a man to read ten laws a day, every day including Sundays, for over 500 years, and we are passing so many new ones that the task would be hopeless for Methuselah.

The constant effort of industry is toward stabilization. Stabilized production means storage facilities for excess products between seasonal buying. The famous "Seven Sisters" laws in New Jersey, promulgated to stabilize industry in that state, aimed at the elimination of warehouses, and to facilitate direct-to-market-movement by the use of canals, in themselves highly seasonal routes of transportation in that latitude.

We have made enormous strides in recent years in the solution of our social and economic problems. The commonest laboring man now enjoys electric light, heat and power, to say nothing of educational facilities for himself and his children, which were beyond the imagination of the richest man a few years ago. The historic feasts of ancient Rome were eaten by the light of dirty oil lamps without any chimneys.

Progress Based on Economic Law

This progress is not the result of legislation; it is the natural outcome of adherence to economic law. There is no poverty among domestic servants. There is no line of hundreds of them looking for work. Why? Because Nature has bred more of the variety that seek the factory and the sweatshop. Incompetence is always at the bottom of the list of prices quoted as "offered" and "accepted." Why does one man accept a given wage with alacrity? Because, if he does not, there are a hundred in line behind him who will. Offer a domestic servant or a trained producer the same wage (but first find some one to whom you may offer it), and observe the haughty dignity with which it is refused. Yet the socialist insists that the solution of poverty is to tear our social fabric to pieces and to equalize wages and opportunity. Too often we grasp at the theory because its plausibility is proclaimed in an atmosphere of unrest, and we imitate the man with the colic, who began at one end of the drug store shelf and took a dose of each remedy as it occurred.

We are told what would happen "if" so-and-so. It reminds us of the farmer who became so exasperated at the stubbornness of his ox team, that he offered to swap them for an axe and a rifle. When told that by driving them to the nearest town he could get $300 for them, he replied, "Yes, and if I had a barrel of water in H—l, I could get $4,000 for it."

We create tax-spending agencies and issue tax-exempt bonds in an orgy of financial exuberance. In 1790 the per capita cost of government was $1.20 per annum. Alexander Hamilton, Secretary of the Treasury at that time, thought the problem appalling. In 1923 we spent $31.80 per capita. The Government of the United States is spending more money every forty-eight hours than the Government of George Washington did during his first four years. As a Government, we are spending $24,000 a minute.

Cosmetics and Research

We spend, according to Secretary Hoover, ten times as much per year for cosmetics as we do for scientific research. Hod carrying is more remunerative than delving into the fundamental laws which lie hidden in Nature's laboratory. Money and years of study spent in the development of an idea are not recognized as invested capital, and the return from a life of research is often taxed as the income of a single year. Plant equipment and real estate may be definitely valued at replacement cost, but who can measure the value of good will? We discuss labor and industrial relations, but too often overlook the fact that wealth is the product of brains, and labor is productive only when it is guided by intelligence. We read learned dissertations on collective bargaining, and we spend weeks in negotiations, only to find that in actual practice it becomes collective coercion. Unless we differentiate

carefully between these theories and dangerous half-truths, we are like the lady entertaining some Latin-American guests who, in greeting them, said "I am so sorry not to know more of your beautiful language. I know only two words, "manana," meaning "tomorrow," and the "pajama," meaning "tonight"!

So long as we ignore the fact that all governmental expenditures must be paid for out of taxation; so long as we pass fundamentally unsound tax laws which penalize industry or the proper accumulation of a surplus in business; so long as we permit the Government to compete with private industry—just so long may we expect evasion of law, and subterfuge in administration. When France hunted for some new way to raise money by taxation she hit upon a tax on windows as a method of taxing luxury. If you don't want to pay a tax, live in the dark! The law applied only to windows with panes of glass, opening into the walls of a building. Whereupon the architect Mansard designed shutters to open in the roof, thus evading the tax, and giving us the Mansard window of the present day.

Capital Entitled to Just Consideration

Capital is entitled to its just consideration. Every new process must effect a saving greater than the interest charges on the investment. There must be confidence that investments so made will be allowed a "living wage." Confidence must go farther than a mere belief in the principles of government—it must extend into business and personal relations. In its absence the pendulum swings from Governmental operation on the one hand to Communism on the other. We are told that we have nothing to fear from the soap box orator; that all he needs is a chance to "blow off steam." It reminds me of the story of "Nellie, the Beautiful Cloak Model." In Act I, Nellie is thrown from the rear platform of a moving train. In Act II, she is thrown overboard from an ocean liner. In Act III, she is tied to the rails in front of the on-coming express, and in Act IV the villain says, "Nellie, why do you fear me?"

National prosperity calls for high productivity, which in turn is the result of efficiency, of broad constructive policies, of far-seeing vision along economic lines, of the maintenance of confidence in the soundness of American institutions, and the men in whose charge they have been placed. Let us not mark on the tombstone of American industry, as might well be inscribed on that of Russia, "Died of an overdose of theories, and a shortage of bread.'

Other Meddlesome Laws

Let us have no more of such meddlesome interference in personal affairs and states' rights! Only a few years ago the Georgia legislature made the wearing of false hair, or the use of rouge, a cause for marriage annulment. We smile at the blue laws of Tennessee, under which the sheriff may not make an arrest for any cause on Sunday unless he has first attended Divine service; but we forget that it is still unlawful in Connecticut for a man to kiss his wife on Sunday, or in New Jersey, to ride a train or a horse, a bicycle or an automobile on that day, except to attend religious service.

There are those who approve the 18th amendment; but who among us realizes that in 1644 the Massachusetts Supreme Court rendered a decision that "Apprehending it is not fit to deprive the Indians of any lawful comfort which God alloweth all men by the use of wine, it shall be lawful to sell to the Indians as much wine as may be fit for their use and enjoyment." Or again, how many of us, familiar with the oft-repeated tales of Massachusetts' abolitionist virtue, know that she refused to sign the Declaration of Independence or to subscribe to the Constitution of the United States until there had first been added to that immortal document a clause providing that slavery should not be abolished for twenty years after the signing thereof, thus allowing her to dispose of any investments she might have in ships and slaves?

Gentlemen, let the voice of business become articulate! Let us cease our squabbles over meatless bones and our attempts to change social and economic laws by writing words on our Statute books.

Unless we do, local governments will grow weaker and weaker, and the central government will dominate all our local affairs. When that time comes,

¤ ¤ ¤ ¤

Architects—Builders—

Women want full-sized gas ranges!

The small kitchen has come to stay, but make no mistake about its equipment. Women want full sized gas ranges. Nothing is more trying than to cook on a crowded stove!

Mrs. Prospect, the moment she enters the kitchen of house or apartment, measures with her eye the size of the gas range. She may not cry out against its inadequacy, but it immediately becomes a point of dissatisfaction in her mind.

Start right by planning your kitchens to take full sized gas ranges. Do this in the blueprint. An adequate gas range has four top burners with instantaneous lighter, a good sized oven with heat regulator, and a broiler compartment. Such a gas range will delight every woman who looks at your property and prove a real selling point in closing the transaction.

"Make the kitchen range a selling point"

Consultation on gas piping and the selection and installation of all appliances gladly given without charge. Just call.....

(Your Name and Address)

national and local liberty will be destroyed, government employees already numbering one in every ten of our population, will be in still greater proportions, our taxes will continue to mount, and the demagogue who "practices speech for intellectual hysteria" will rule us.

Man's Best Friends

The smokestack and the power line are the working man's best friends. "Business gives work to labor's countless hands; business wipes tears from the eyes of widows and orphans; business dimples with joy the cheek of sorrow; business covers the land with happy homes."

One has not graduated from an experience until he has extracted the wisdom of that experience. Study well the past, and there you will see the hand of experience showing mankind the way to go. Like the Pharaohs back of the Pyramids, like the engineers behind the Panama Canal, like Steinmetz and the host of scientists who have made your industry what it is today, there is always the human intellect, superior by Divine intent, to the rabble who would destroy that which they are incapable of producing.

"Back of the beating hammer,
By which the steel is wrought.
Back of the workshop's clamor,
The seeker may find the thought.

"The drudge may fret and tinker,
Or labor with dusty blows,
But back of him stands THE THINKER,
The clear-eyed man who knows.

"Back of the motors humming,
Back of the belts that sing,
Back of the hammers drumming,
Back of the cranes that swing,
There is the eye which scans them,
Watching through stress and strain,
There is the mind which plans them,
Back of the brawn, the BRAIN!

"Might of the roaring boiler,
Force of the engine's thrust,
Strength of the sweating toiler,
Greatly in these we trust.
But back of them stands the schemer,
THE THINKER who drives things through,
Back of the job—the dreamer,
Who's making the dream come true."

(Berton Braley's "The Thinker.")

Industrial Heat Infers Gas*

Prevalence of "heat means gas" thought basic in building load

B. J. Mullaney

Vice-President, The Peoples Gas Light and Coke Company

THIS short course in industrial gas engineering at the University of Illinois, and the interest you gentlemen have put into it, is one of the most encouraging signs of the times in the gas industry. It is encouraging to find you already so well equipped with knowledge and desire to help put the gas industry on a much sounder basis. I do not hesitate to say this although the implications may not be pleasing to some veterans of the industry.

The gas business has been handled very well on the whole, but there are too many people in it who assume that it has been and is handled as well as possible. It is part of our job to overcome the habit of taking for granted that there is nothing to be developed in this industry and no progress to be made. The stimulus you have received here should be encouragement to work for that. You are now equipped to go back into your communities and help to overcome some of these old handicaps.

Importance of Industrial Gas Not Yet Appreciated

The use of gas for industrial purposes offers opportunity for great additions to our business. It is much more important than many gas companies have, as yet, realized. But domestic load is still the most important part of the business of most of the companies from which you men come. We cannot afford to forget that.

It is a mistake to think that the gas industry has all of the cooking load and is sure holding it. There was a time when the lighting load appeared to be just as much of a monopoly for the gas industry as the cooking load now appears to many. Gas lighting was and is more efficient and more economical than electric lighting, but it is not as handy, not as convenient and comfortable. With the development of

*Delivered at the Industrial Gas Course, University of Illinois.

electric lighting, gas lighting has declined almost to the vanishing point.

Our electric friends are going to get some of the cooking load in the same way they got the lighting load in their early days. It is not a question of cost and economy alone. The American people have the habit of buying comfort and convenience, regardless of economy and they have the money to buy it with. Many people ride downtown in automobiles when they could ride much cheaper on street cars because it is more pleasant, convenient and comfortable. This is a consideration that applies in all industries. We must not overlook it.

Maintaining the Domestic Load

Among the problems to be solved in the gas industry is that of maintaining the domestic load, including the cooking load, while at the same time developing the industrial use of gas in preference to electricity, oil and coal. It is going to take trained men to do this. The opportunity to do it is yours if you follow up your training.

You young men are going in the right direction in getting at the fundamentals of the industrial gas business and the more sincerity you put into it the greater your success. You will undoubtedly find objections in the home company to many things you try to do. Do not let that distract you. Make up your mind that you are going to sell gas and that if the company will back you up you will "put it over." Do not let your competitor get the industrial load. You can get it for the gas industry—your share of it, anyhow—if you go after it.

You will encounter many obstacles in selling gas on a wholesale basis. These will vary in your respective communities.

The Industrial Load in Chicago

The Peoples Gas Light and Coke Company has had quite some success in recent years in putting on an industrial load.

Six or seven years ago it was nothing to brag about. We wanted to increase it. We were discussing every imaginable means of doing it but not putting many of the ideas into execution.

President Insull said: "It seems to me that in building the new load and at the same time keeping up the old load, you have to make people think of gas in new terms, as a factor in manufacturing processes, without letting them forget its usefulness in the home." Whatever success we have had has come from trying to stick to that.

In many communities the only knowledge people have of gas is in terms of gas stoves. You will have some difficulty in getting the people of your community to thinking of gas in other ways besides that pertaining to cooking purposes. This will mean hard work for your company and their salesmen. It can not be done in a short time. You must eventually get the whole community thinking, at least, about using gas for heat.

Industry Must Think of Heat in Terms of Gas

You have the problem before you of getting the manufacturers in your community into the idea of using gas furnaces for their heating processes, and to get them to see that it is economical when the saving of labor, expense for hauling and storing coal and other collateral items are taken into consideration.

Let me leave with you this one suggestion: when you get back to your respective jobs after this short course, the best way to get effective results out of your work and to profit by the knowledge gained here during these two weeks, is to find some way of applying what you have learned here. Do not wait to "put over" some big deal. Do not look ahead to find something that is going to be impressive. But take the first simple and practical opportunity that you can lay your hands on and produce results. Do not wait for the "big" opportunity. Use the first one that comes along.

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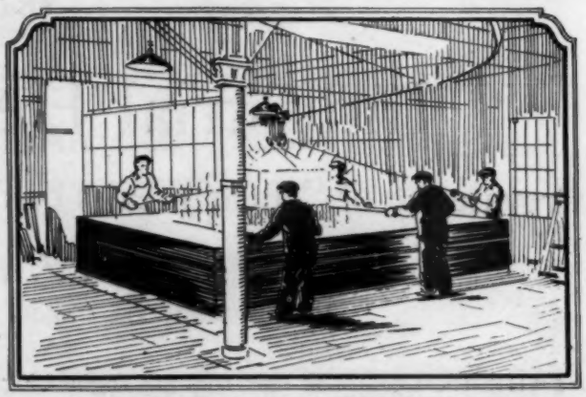
If it's done with heat—
You can do it Better with GAS



Gas Fired Galvanizing Kettle used in making INDESTRUCTIBLE Steel Vaults.

Gas for Economy's Sake in Your Plant

Not simply because the even dependable heat of Gas turns out a more uniformly excellent product, is available instantly in any quantity, and makes possible perfect control of heating operations, but because it is

CHEAPER—actually Saves Money!

Gas banishes the cost and inconvenience of hauling and storing coal and eliminates ashes and all that part of coal that you pay for but cannot burn. It is used only where and when needed, and is paid for after use so that capital usually tied up in a fuel supply can be working for you otherwise.

To PROVE that it's cheaper—

call. ....and one of our expert industrial engineers will show you figures on actual installations in this city where gas fuel is saving money for large and small users.

(Your Name and Address Here)

A.G.A.—639

Gas Is Used In Most Varied Operations.
The Ad Tells of Its Use In Making Steel Plates For Vaults

Selling Gas Appliances

How a Kansas gas company merchandises gas and gas equipment

Clement White

NEWSPAPER advertising, attractive display of well assorted stock and intensive canvassing campaigns have cumulative effect in accelerating the demand for modern gas appliances, according to J. A .Bell, advertising manager at the Capital Gas and Electric Company's sales room, Topeka, Kansas.

The firm's sales room is approximately 150 x 200 feet in size. A glass front is provided, so that the stock shows to advantage from the pavement. The attractive interior of the building adds to the appearance of the displays.

Three special rooms are located on the left. The first is used for demonstrating power washers and ironing machines. The second is a model kitchen, where a gas range, refrigerator, etc., offer housewives an accurate insight regarding the desirability of modern kitchen equipment. The third room is used as a rest room. A gas heater is installed in the fireplace, which proves a desirable location for demonstrating its cleanliness, heating qualities and other desirable features. The rooms are finished in white enamel, and attract the attention of most everyone who enters the sales room.

Appliances On Sales Floor

Space on the sales room floor is occupied by displays of gas ranges, furnace burners, water heaters, various types of industrial burners, ironing machines, power washers equipped with gas heaters, etc. The firm keeps from ten to twelve power washers and twenty-five ranges on display throughout the year. The aim is to show a well-assorted stock and be ready to meet the needs of the most exacting customer.

Special attention is given to keeping modern gas appliances displayed near the front of the store, where the equipment attracts the notice of passers-by. The firm finds a glass store front is more effective than show windows for display purposes, as practically everything displayed on the sales room floor is in easy view from the pavement.

Newspaper Advertising Useful

"Newspaper advertising reduces sales resistance, and draws new patrons," explained Mr. Bell. "At present our advertising expenditure runs about three per cent on sales. We secure good results from advertisements which occupy one-half page of newspaper space. We use illustrated copy, and stress such salient factors as our liberal credit policy, variety of the stock, quality of the merchandise, etc. We aim to make our newspaper advertising replete with interesting information regarding modern gas appliances. Through newspaper advertising we educate housewives regarding the outstanding merits of gas ranges and associated merchandise. Newspaper advertising is especially effective for attracting crowds to our model kitchen. We hold regular demonstrations in this kitchen to focus the attention of housewives upon the outstanding advantages offered by modern gas ranges, etc. Regular advertising is of maximum value for keeping the public informed regarding our stock and facilities for service.

Advertising and Demonstration

"We use advertising and demonstration in correlation for recruiting new customers. When we are ready to conduct a cooking demonstration in the model kitchen we advertise the event so the housewives in our territory will know where to go in order to acquire practical hints on new canning methods, jelly making, etc. We make our demonstrations as seasonable as possible. As an example, we conducted a summer demonstration on jelly making and canning. Practical demonstrations of this nature draw the crowds. Cake baking contests, conducted by prominent club women, prove of maximum value for accelerating interest in the model kitchen. We give wide publicity to such events, and attract the type of prospects who become good buyers of modern gas appliances.

View of Show Room, Capital Gas and Electric Co., Topeka, Kansas

Model Kitchen Useful

"The model kitchen proves effective for increasing sales, because it develops interest in modern appliances. When a prospective customer witnesses a cooking demonstration in our model kitchen her attention is focused upon the practical value of the equipment. Her attention is directed to the fact that a modern gas range will play a major part in modernizing her kitchen. Gas appliances of various kinds invariably sell to best advantage when demonstrated. It doesn't pay to allow public interest to lag; the merits of modern gas appliances will overcome sales lethargy, provided these merits are demonstrated in a convincing way."

Use of Descriptive Literature

When prospective customers are attracted to the sales room through the lure of a model kitchen demonstration, newspaper advertising, etc., special effort is made to fully inform them regarding the desirable features of the equipment on display. A variety of descriptive booklets, furnished by manufacturers, are arranged near the center of the sales room, and prospective customers are invited to select any of these booklets which interest them.

The Capital Gas and Electric Company believes in systematic canvassing, according to Mr. Bell. "We have seventeen salesmen," he explained. "We canvass Topeka and its suburbs regularly. Our paramount object in canvassing is to reach prospects who aren't familiar with our facilities for service, and see that they are equipped with modern gas appliances.

Personal Canvassing

"We sell all kinds of gas appliances through personal canvassing, but we do not attempt to interest prospects in too many articles at one time. Instead we have special drives which focus the attention of housewives upon washing machines, gas ranges, etc. One week we will conduct a special drive featuring washing machines and ironing machines. Then we will devote a week to gas ranges. We are planning an intensive drive for boosting the sale of gas heaters. We map out our territory and each salesman thoroughly covers the territory assigned him. This house-to-house canvassing permits us to make sales on a service basis, and to acquaint prospective customers with the advantages of our liberal credit policy, which gives the customer twenty-four months in which to pay for a modern gas range."

Prospects for Fall Business Good

Seasonal decline of short duration

L. W. Alwyn-Schmidt

THE seasonal depression noticeable every year during the months of July and August has been as freakish during the present summer in its appearance and duration as business has been all through this very remarkable year. It has been characterized in some industries by strikes, but has been absent almost completely in others. Business men also have remarked upon the fact that Summer quietness following a disturbed Spring market has appeared later in the summer than usual. Again during this year as in the last, travelling has produced a considerable shift in the location of business activity, adding in this manner to the general disorganization of commerce which characterizes the American Summer.

Fall and Winter Business

With the salesmen going out immediately after Labor Day industry now speculates upon the likely character of the Fall and Winter season. The years following the war have seen many changes in the method of doing business. While in former times ordering has been done very largely on the re-stocking principle, a more scientific system is now applied. Our merchants have learned that diversified stocks are a better investment than large stock of a small selection only. Manufacturers who have seen the signs of the time have followed this tendency and in turn have given attention to the problem, how to keep their customers well supplied with a wide range of merchandise.

There is no doubt that the introduction of standard merchandise supported by national advertising is principally responsible for this most recent development in American merchandising. The American public has learned the advantage of buying branded merchandise, and this demand has put upon the retailer the need of keeping small selections of the principally advertised brands so as to meet the needs of his market. Buying for this increasingly discriminating public necessitates careful buying from many sources. This helps to spread orders over a larger number of manufacturers and explains to a certain extent why business has kept up well through the present quiet season, although the quantity vol-

(Continued on page 244)

Welding Gas Pipe Lines *

Inspecting the work and testing welder's skill

F. A. Lydecker

Ass't Gen'l Sup't of Distribution, Gas Dep't, Public Service Electric and Gas Company, Newark, N. J.

WHEN making ready to construct a welded pipe line it is important to make sure of the welders. Experience has shown that many who represent themselves as first-class pipe line men are mere novices and, furthermore, cannot be taught. In a job of large extent, a foreman welder is necessary, and, naturally, considerable care must be exercised in his selection.

It is to be expected that a welder will work to the best advantage when given freedom of movement, and to this end as much work as possible must be done above ground, and by rolling as long a section of pipe as convenient, enable him to work on the uppermost portion. Some welders become very skillful in welding a pipe joint in place without rolling, while others seem to be unable to master the trick, but can produce satisfactory welds by the rolling method. The foreman, therefore, must be careful to whom he assigns the joint work.

Bevelling the Pipe

Pipe for welding purposes is usually bevelled at the ends, although some engineers use square end pipe. Most welders seem to prefer pipe bevelled to the full depth, as it is thought this feature aids them in obtaining a full depth weld. Also, it is thought advantageous to leave a slight gap between the ends of the pipe, when lining them up for welding, to compensate for any drawing together during the process of welding and to assist in obtaining a full depth weld.

Building up, or reinforcing a weld above the surface of the pipe is considered good practice, as this compensates for failure to obtain full penetration and aids in producing welds as strong or stronger than the pipe itself. Carried to extremes, this process would be wasteful, but the extra expenditure of material in a reasonable reinforcement is amply justified by the results obtained.

Joint Construction Should Be Watched

As it is impossible to know fully how well a welded joint has been made without destruction and pulling in a testing machine, it is important to watch the construction of the joint as much as possible. The foreman must note the penetration being made, and the manner of fusion. The finished weld must be inspected for "cold shuts," porosity and depressions. It is considered a good plan to cut out a completed weld occasionally and let the man who made it break sections of it with a hammer to note the character of the interior of the weld.

After a suitable section of pipe has been completed, it is a good plan to apply an air pressure test, say at fifty pounds pressure, and go over each joint with soap suds. Leaks will be promptly shown up and indicate usually cold shuts or porous metal. If each joint has its maker's name painted alongside of it, together with the date on which it was made, no doubt can exist as to the welder responsible for that particular joint, and the date will provide information as to the number of joints made per day.

Conclusion

Encouragement of the welder and getting him interested in the work to produce welds of the character wanted is desirable. Speed, while important, must not be obtained at the expense of good workmanship. A conscientious workman will produce a certain amount of acceptable work per day and a standard for the job can soon be established. A record kept of each man's work is helpful, and the knowledge that such a record is carried will spur a man on to his best efforts.

* Delivered at meeting of the American Welding Society.

GAS RANGE AIDS CHURCH ATTENDANCE BY FREEING COOK, SAYS CLERGYMAN

That the use of gas in the home is doing much to stimulate church attendance is the belief of the Rev. Frederic C. Spurr, D.D., a former president of the National Free Church Council, England, who is quoted by the New Jersey Public Utility Information Committee.

Saying that preparation of the mid-day meal keeps folks from church, Dr. Spurr suggests the use of gas ranges equipped with thermostatic control as a solution. Thus the Sunday dinner can be cooked while the cook is at church.

In making this suggestion Dr. Spurr says he is not speaking wildly but from actual experience. His family for a long period of time regularly entrusted the gas range to cook the family's Sunday dinner while they were all at church services.

"We returned to find the meat properly cooked and the vegetables nearly ready for serving," he said. "Many of my friends adopted the same practice and, after all, in this mechanical age it would be rather remarkable if we had not eliminated or reduced the human element in our cooking risks.

"Were it not for the Sunday dinner we might more easily restore the morning as an occasion when the father, the mother, and the children might attend services together, as of old. The cold meal on Sunday is opposed to health and contentment and is absolutely unnecessary in these days of modern cookery."

GAS MERCHANDISING

Domestic – Industrial

Ideas for the Man Who Sells

William H. Matlack

"SALES SERVICE THAT SATISFIES"

THE Studebaker interests recently held a slogan contest in which 706 slogans were submitted by employees and after much study it was decided that Miss Maud P. Barnard of Ralston, Neb., had submitted the best one; "Sales service that satisfies." Others that were given honorable mention were; "Our service goes with the merchandise we sell," "Complete satisfaction guaranteed with all appliances," "Service that satisfies, Merchandise that gratifies," "Super service, model merchandise."

Other slogans that have sales value that we have seen used recently are "Service follows the sale" by The Electric Shop, East St. Louis, Illinois, and "At your service" by the Edison Company.

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HOME BUILDERS CLINIC

THE Chicago Daily News conducts a weekly page which it calls "The Home Builders Clinic" and while we have not seen any gas company advertisements on the page, we have found that manufacturers of gas appliances use it. In a recent

issue the two advertisements shown here were used. They are very small ads but effective, we would say on such a page and are good examples of how a gas company may employ special copy on special pages or when they may wish to use advertisements of from 42 to 50 lines at any other time

FAVOR THE FACTORY MAN

THE manufacturer's representative is or should be one of the best informed merchandisers that visits the gas company, and the gas man who does not accord all of them a warm welcome may be missing some very constructive sales helps. These men travel from city to city in the territory surrounding you. They see plans tried out by gas

companies, they observe what other merchants are doing and they are constantly hearing from fellow travellers of plans, that have succeeded and plans that have failed to make more customers and move more merchandise. Favor the Factory Man. Give him an opportunity to tell his story, it may be that he has merchandise that merits your order. You can never tell!

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SALES TIMBER IN THE SHOP

MANY gas companies overlook some good sales timber right in their own organizations. Frequently there are men in the shop who have a hankering to sell and who would make first class salesmen if given a little grooming and in-

struction. It is safe to say the man from the shop has a pretty good knowledge of human nature and a good knowledge of appliances, two of the requisites of good salesmen, and two which are frequently lacking in men who come in from the outside.

As The Journal Views It

EMPLOYEE GOOD-WILL

The statement has often been made that employee good-will is productive of public good-will. Gas men understand this very well and are agreed on it. It, is in fact, a fundamental axiom of public relations.

However, there is quite some variance as to how the good-will of the employee should be gained. There are any number of different methods that might be used for this purpose, and whose efficacy varies widely. The important consideration is of course to select the method that will produce results without attendant stage effect, reiterated appeals to loyalty and use of time-worn and rather impotent pleas.

There is no gainsaying the fact that good-will of the employee must be gained if the organization is to function properly and make the proper impression on the public that it serves. But the methods that are used to gain employee good-will must be dignified in character, and must be based on sound logical thinking. Otherwise, they will not be effective and they might do more harm than good.

The employee must of course be loyal to his company, which means simply loyalty to himself. He must be made to understand that by giving his entire effort to his work, and by trying to carry out to the best of his ability, the instructions of his superiors and the general policies of his company, he is converting himself into a better employee, becoming more valuable, and ultimately he will improve his status in the organization.

The employee appealed to in that manner will respond, and those who do not respond are not worthy of a place in the gas company organization.

It perhaps makes but little difference just what direction the plans of the executives take in their effort to build up employee good-will, as long as these plans are based upon this fundamental consideration. It is not possible yet to say what plan is the best and should be adopted as a standard, but it appears from actual results, that the medium of employee meetings, in which both executives and subordinates take part, is especially recommended in this connection. The underlying principle of these meetings, or of any other method to develop employee good-will, is to bring about contact under non-business conditions the employees on one side and the executives and superiors on the other hand. In such meetings where formality is absent, where the employee is entertained as well as instructed, where he has an opportunity of listening to others who have more experience than he and of gaining from their discourses, where he can talk to the man higher up in the organization in more social atmosphere than exists in the office itself, there he will be brought into the proper frame of mind to assimilate teachings that it is desirable to instill in him, and there his good-will will be obtained.

In closing, it might be said that after all, there is scarcely a more important matter than that of building good-will amongst employees. Anyone can understand that any organization that is divided against itself, cannot make progress. This is true in any industry, and in the public utility industry where it has become so to develop and maintain the friendship of the customer, it is safe to say there can be no real progress unless the great body of utility and gas employees are solidly united and appreciate the position of their companies and understand that loyalty to their industry is the basis of their success.

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THE GAS RATE AND NEW BUSINESS

There can be no doubt in anyone's mind but that the most important factor in the utility business is the rate at which the utility company is compensated for its service. This pertains to all utilities and perhaps in no case so emphatically as to the gas utility.

The gas industry is rapidly entering new fields and its entire business complexion is changing. Every effort is being exerted to make progress and to serve

both industry and home in the most efficient manner possible, but there is no question but that the industry is handicapped, to a certain extent at any rate, by the structure of the rate as it exists today.

It is interesting to know that the rate question is forging to the front as the most significant of all the problems that confront the gas industry of today. Mr. George B. Cortelyou, president of the Consolidated Gas Co., of New York, recently made some very pertinent remarks regarding the rate and its bearing on the progress and development of gas in its new fields of service.

Mr. Cortelyou aptly said that the industry must be freed of some of the legislative restrictions if it is to develop its fullest utilization. Gas has been expanded tremendously in the past few years, in both the industrial and commercial field. House-heating, refrigeration, incineration and the many industrial uses of gas have changed the entire character of the gas business. Nevertheless in a great many cases, the old flat rate still applies, one that was suited to the industry in the days when the only use for gas was practically that of illumination.

Mr. Cortelyou says as follows:

"Before gas can reach the point of fullest utilization, it must be freed of certain legislative restrictions that still hamper it in some places," he explains. "The 'flat rate' should be eliminated, and gas companies, under proper supervision of public authority —that is, the public service commissions of the various states—should be permitted to adopt rate schedules that are sufficiently flexible to allow an equitable allocation of charges among the several classes of customers. Then one class will not be penalized or favored as compared with another, and each will have a rate that encourages the maximum use of gas service.

"The same is true of standards of quality. These, like the approval and fixing of rates, should be left to the state commissions, created for this purpose. Arbitrary interference of the legislature, ignoring and overriding its own agent, the public service commission, is unjustifiable and invariably gives rise to long-drawn-out and costly litigation. It is costly to the public and the gas company alike."

It is patent from Mr. Cortelyou's remarks that he believes that the gas rate is of prime importance for the future of the gas industry. It is a matter that should engage the fullest effort of the best minds of our industry. It is not a problem that can be solved simply but there is no question but that gas men can eventually reach a point where the public in general will have become convinced of the undesirability of the flat rate and substitute for it more scientifically constructed rate structures.

What Would You Think

if you had to wait ten minutes after pressing the button for the lights to come on?

The same immediate service may be had from an automatic gas-fired water heater that you now enjoy when you just touch an electric switch and there is action, so

Why Wait Ten Minutes or Longer

after lighting the tank for hot water?

YOU will be agreeably surprised to find that you can have HOTEL SERVICE in your own home. A trial will convince you that this method of heating water is not only the most efficient but the most economical, for continuous service.

NO DIRT *NO DARK STAIRS* *NO ASHES*

Various Models with Latest Improvements

$75.00 to $140.00

Installed on Approval

Public Service Company of Colorado

ALSO ON SALE AT BOULDER AND FORT COLLINS

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Timeliness--Facts and a Splendid Narration

These Are the Ways That Lead to Larger Sales

J. B. Dillon

TO have the proper article at the right time creates the moment of pleasure and this is what everybody likes to bring about. This of course is Timeliness. At the time when furnaces are cold and the water is chilled, to have a machine that will give warm water—hot water if desired—produces a moment of pleasure, especially when the performance is accomplished with a minimum of effort and nominal expense.

All dealers in automatic gas-fired heaters have such an article, but do they all take advantage of an opportune time to bring about sales? These appliances are big things in their usefulness and it would require much space to discuss their various important qualifications, were it not for the fact that the Public Service Company of Colorado has reduced the sales talk down to a few words. But these words are so convincing, that we reproduce here the advertisement used by the company in the local newspapers.

Read it! Study it and see just what a wonderful advertisement it is! It requires but small space which means a minimum expense, and it sold many appliances for them and it will do the same for you.

INDUSTRIAL GAS LESSONS

IF IT'S DONE WITH HEAT — YOU CAN DO IT BETTER WITH GAS

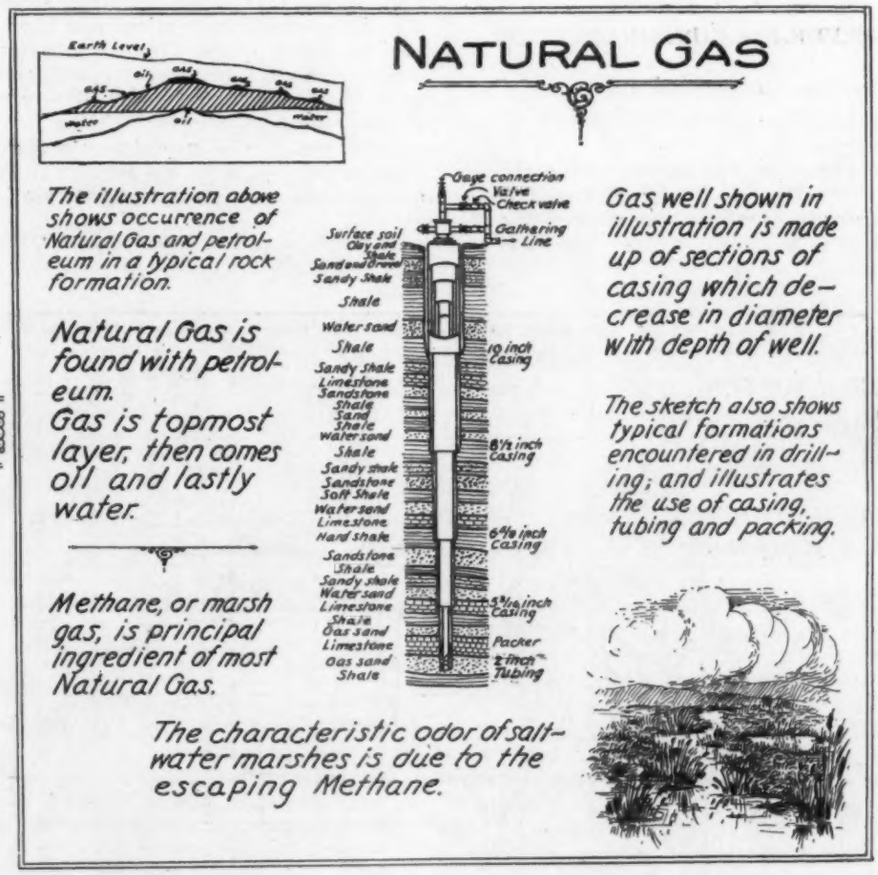
Lesson No. 136

Combustion

The Gaseous Fuels

We have now discussed all the important solid and liquid fuels, and have finally come to the remaining class of fuels which have perhaps a greater interest to us than any others. These are the gaseous fuels, and we, being primarily concerned with the manufacture and sale of gas, are naturally most interested in these products. The gaseous fuels, just like the solid and liquid fuels, are composed of two kinds; first there are the natural gaseous fuels and then there are the artificial or manufactured gaseous fuels. We are first concerned with the natural variety.

There is just one natural gaseous fuel and that is known as natural gas. Its origin is the same as petroleum. It is found along with petroleum and it is the first of the three layers that constitute the ordinary oil well and that is first struck by the descending drill. The gas layer is always super-



imposed over the petroleum layer, which is superimposed over the water layer.

An Important Fuel

Natural gas is a very important fuel in countries where there are oil reserves, particularly in the United States. It is collected from gas and oil wells, pumped from the gas fields and distributed among domestic and industrial customers. The natural gas industry is one that is rather closely allied to the manufactured gas industry of this country, for both have many problems that are common, and in recent years, due to the fact that it has been difficult to maintain supplies of natural gas adequate to the demand, natural gas companies have turned to manufactured gas to maintain a sufficient supply to satisfy their customers. In the future it would appear that the connection between the two industries will become increasingly closer, and as the supplies of natural gas become less, more and more manufactured gas will be employed in admixture with natural gas in the effort to conserve the natural resources.

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PROSPECTS FOR FALL BUSINESS GOOD

(Continued from page 238)

ume of sales possibly has not been much larger than in other normal years.

The Summer, therefore, has passed with merchandise flowing evenly through the accustomed channels. This, generally speaking, bodes well for the coming season.

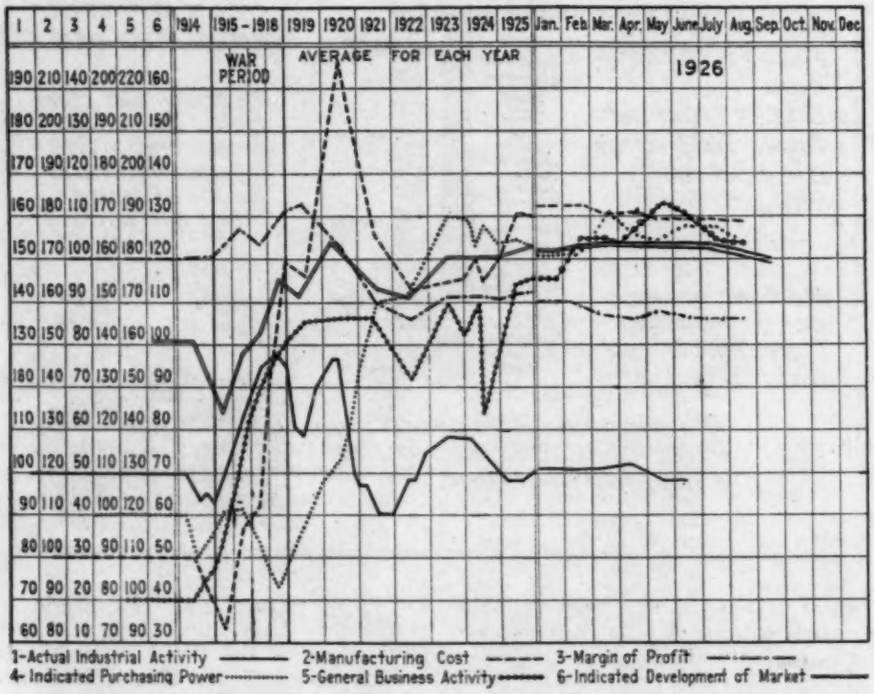
Three Features of Situation

In appraising the chances of the market during the next four months to the end of the present year it is necessary to inquire into three features of the situation as it presents itself to the present-day observer. These are:

1. The condition of the national industry.
2. The size of the stocks in the hands of the dealers.
3. The economic condition of the consumer.

Industry, as stated, has fared well through the summer. There has been little need for reducing the labor force outside the usual limitations dictated by vacations, but there is now noticeable a strong falling off in orders for future delivery. It is not likely, however, that this will inconvenience manufacturers very greatly as the early Fall business will be able to take care of all ordinary requirements. Manufacturers, in fact, are inclined to take a very optimistic view of the situation as evidenced by the fact that almost all industries have placed comfortable advance orders for raw materials. Manufacturing profits have remained very steady all through the summer although there has been much fluctuation in retail prices. Industry, however, has obviously been able to meet the needs of the situation with the result that industrial production cost has shown only little variation. The remarkable steadiness of the cost of production and industrial profit line over so long a period suggest the possibility that national industry has finally attained a balance of

(Continued on page 246)



PROGRESS IN GAS TECHNOLOGY
Domestic and Foreign

TESTING GAS RINGS

THE accompanying illustration shows a German method for testing gas rings which is described in Das Gas und Wasserfach. There are three standpoints from which the testing can be viewed. (1) the tendency of production of carbonic monoxide; (2) the distribution of heat under the kettle; (3) sensitiveness to varying quality of gas.

Attention was also paid to the effect of the distances between the flame and the kettle. It was pointed out that there are three general causes of the formation of carbon monoxide: (1) the kettle being too near the burner; (2) the individual jets in the gas range not receiving sufficient secondary air; (3) the insufficiency of primary air due to obstruction of one sort or another.

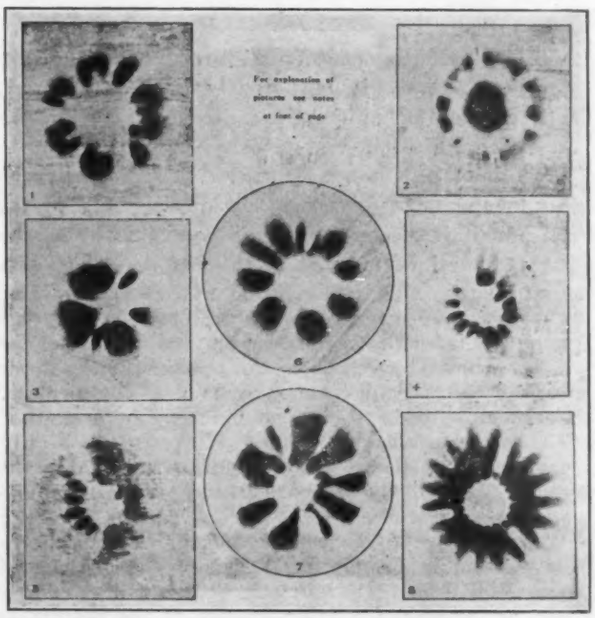


Fig. 1.—Old construction. Efficiency 56.3 per cent. Distance between burner and kettle 19mm. (.76 in.). Carbonic oxide 0.051 per cent.

Fig. 2.—Old construction. Efficiency 52 per cent. Distance between burner and kettle 1.36 in. Carbonic oxide 0.067 per cent.

Fig. 3.—More modern construction. Efficiency 64.8 per cent. Distance between kettle and burner 0.48 in. Carbonic oxide 0.242 per cent.

Fig. 4.—Economizer on burner of Fig. 1 (15 seconds). Efficiency 61.2 per cent. Distance between burner and kettle 0.8 in. Carbonic oxide 0.940 per cent.

Fig. 5.—Economizer on burner of Fig. 1 (25 seconds). Efficiency 61.2 per cent. Distance between burner and kettle 0.8 in. Carbonic oxide 0.940 per cent.

Fig. 6.—Modern construction without auxiliary flame. Efficiency 63.9 per cent. Distance 0.92 in. Carbonic oxide 0.056 per cent.

Fig. 7.—Modern construction with auxiliary flame. Efficiency 70 per cent. Distance 0.92 in. Carbonic oxide 0.367 per cent.

Fig. 8.—Burner with vertical mixing tube. Efficiency 63.8 per cent. Distance 0.36 in. Carbonic oxide 0.049 per cent.

The method of testing consists in using boards of planed wood in the place of the kettle. The flames were lit under the wood and maintained under standard conditions for a period of 15 seconds, and then the gas was turned off.

The Results

The results obtained are seen as charred patterns in the wood, in the accompanying illustration. In figures 1 and 2, the carbonic oxide present is small because the distance between the kettle and the burner is sufficient to insure complete combustion of the gas. In figure 2, the efficiency is 52 per cent, as against 56.3 per cent in figure 1. The reason for this is that the distance between the burner and the kettle is increased from 0.76 inches in figure 1, to 1.36 inches in figure 2. There was ample secondary air to accomplish the combustion.

In figure 3, the distance between the burner and the kettle is only 0.48 inches, and hence a relatively small area of the wood was scarred. The stream of combustion gases disturbed the jet. The efficiency in this case was 64.8 per cent and the carbonic oxide 0.244 per cent. On the other hand, in figures 4 and 5, the secondary air was insufficient to produce complete combustion, with the result that the jet played directly on the wood, and produced a certain amount of soot. In figure 4, the efficiency was 61.2 per cent and the distance between burner and kettle was 0.8 inches and the carbonic oxide 0.940 per cent. The economizer was allowed to remain on the burner which was the same as in figure 1, for a period of 15 seconds. In figure 5, the economizer was allowed to remain on the burner 25 seconds. The efficiency here was also 61.2 per cent and the other data are the same as in figure 4.

Auxiliary Flame

In figures 6 and 7, the inefficiency of the gas ring was raised by the auxiliary flame but this also had the effect of increasing the carbon monoxide. Thus figure 6 has no auxiliary flame and the efficiency is 63.9 per cent, the burner distance is 0.92 inches, carbonic oxide content 0.056 per cent. In figure 7 the burner distance is the same but an auxiliary flame is used and the efficiency is now 70 per cent while the carbonic oxide content is increased to 0.367 per cent.

In figure 8, the distribution shown is very good and the carbonic oxide content is small, being 0.049 per cent, although the burner distance is also small being 0.36 inches. The efficiency is 63.8 per cent and in this case the burner is provided with a vertical mixing tube.

It is learned from these experiments that when the inefficiency is forced up by reducing the distance between the burner and the kettle or by introducing auxiliary flames, there is always present the danger

of increasing the carbonic oxide percentage. It is not wise to aatempt to increase the inefficiency by reducing the burner distance, unless as in figure 8, the flames are very well distributed within a minimum central area.

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COMBINED GAS AND STEAM GENERATOR

GERMAN Patent No. 428145 describes a combined gas and steam generator which is particularly well suited to the manufacture of water gas.

In this apparatus the boiler which surrounds the gas generator is provided externally with a heating jacket. A heat recuperator, which serves for recovering the heat in the blow-gases, is connected on the one hand by a pipe to the interior of the gas generator and on the other by a second pipe to the external heating jacket. This makes it possible to effect utilization of the combustible gases that are contained in the blow-gases.

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IMPROVEMENTS IN STEAM MAKING FROM COKE BREEZE

AN article published in Das Gas Und Wasserfach, May 15, 1926, describes recent improvements in the design and construction of boilers which are fired with coke breeze mixed with a certain percentage of gas coke. Special grates and other combustion devices are required for burning this sort of fuel. Results have proved to be satisfactory and are dependent to a large extent on the character of the mixed fuel.

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(Continued from page 244)

cost and price for which obviously it has searched all through the after-the-war economic period. Whether this is actually the case or whether this steadiness is merely another freak of this freakish summer can be established definitely only after watching the market for another few months. It does explain, however, very well why business has kept up its end so well against what amounts to very severe odds.

The size of the stocks in the hands of the dealers apparently is smaller than usual, and a heavy pressure upon the manufacturing facilities of the nation may be expected with even the slightest upward turn of the market.

Whether this will materialize is still somewhat doubtful, because of the somewhat lower purchasing capacity of the consumer which, however, does not seem to be sufficiently potent to have a depressing effect upon the market. It is safe, therefore, to say that the Fall will not bring any change for the worse but that the steady building-up of the structure of the market will continue unhindered.

AEROSTATICS

Edward P. Warner. The Ronald Press Co., New York, 1926. IX plus 112 pages, 8½ x 5½ inches.

This is one of the few books in English available for use by others than experts on the subject of aerostatics or the laws relating to gases (air and lifting gases) of importance in balloon and airship work. The author is professor of aeronautical engineering at the Massachusetts Institute of Technology and the book represents part of the course given by him in the theory of airship design.

The properties of the atmosphere are first considered, pressure and temperature effects (gas laws), humidity, altitude formulae, etc. Another chapter is devoted to the aerostatic gases (hydrogen, coal-gas, helium and hot air) and their ascensional forces. Follow chapters on the statics of the full and flabby balloons and a very brief outline of airship aerostatics.

The concluding chapter on the dynamics of the spherical balloon is particularly good, developing the equation of motion, the limiting velocity, the relation of altitude and velocity, etc.

In this place it is not in order to discuss the merit of the emphasis placed on various aspects of the fundamentals of aerostatics nor to evaluate the particular equations favored by the author. The work is so written that one with a preliminary training in physics and interest in the problem involved can get much from the careful reading of the book; the expert will find a concise, useful survey without too much detail. Tables and graphs are liberally and wisely employed. A typical example of a method used by the author which we can most highly recommend is the device of giving in a table the results obtained by several methods and a comparison with the correct or standard results in order to show the relative accuracy of the various methods. Thus, in calculating density ratios of air at various altitudes five varieties of simplified equations are used and a table (p. 32) of the results at various altitudes obtained by the use of all five formulae and the per cent error in each case is given. A highly informative book.

ALBERT P. SACHS.

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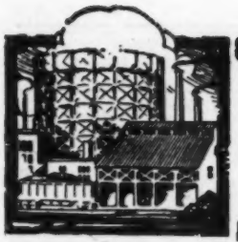
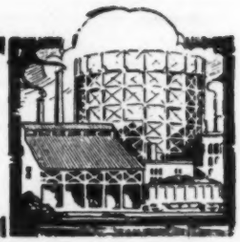
HOW GAS IS USED IN REFRIGERATION

This was the title of an article that was published on page 196 of the August 28th issue of the American Gas Journal. We regret that the name of the author was omitted and are glad to say that this interesting article was written by Mr. G. W. Kellar, Assistant Sales Manager, National Refrigerator Company of New Haven, Conn.



NEWS OF THE GAS INDUSTRY



A. G. A. Industrial Course for Salesmen

Second Annual Meeting This Fall

New York City.—The program for the Second Course for Industrial Gas Salesmen, to be held from September 27 to October 9 in New York City, under the auspices of the American Gas Association, emphasizes the fact that the course is being given to help in the development of the personnel of the industrial gas sales department. Because the technical phase of the industrial business is so well covered by the courses offered at the Massachusetts Institute of Technology and the University of Illinois, the Industrial Gas Section's Committee on Education of Industrial Gas Salesmen chose the economic and sales aspect of the business as the most timely and vital subjects to be presented.

All sessions will be held in the auditorium of the Consolidated Gas Company of New York building, at 130 East 15th Street, with the following exceptions: The sessions scheduled for Monday, September 27; Monday, October 4, and Friday, October 8, will be held in Room 3, United Engineering Society Building, 29 West 39th Street, New York City.

A record-breaking attendance is expected, both because of the convenient location of the meeting places and the excellence of the program that has been outlined by the committee. In addition, a great many industrial men from all sections are expected, because they can attend the course and take in the A. G. A. Convention at Atlantic City the next week.

Those who expect to attend should send their names to J. P. Leinroth, chairman, Committee on Education of Industrial Gas Salesmen. His address is the Public Service Electric and Gas Company, Newark, N. J.

The first course for Industrial Gas Salesmen, which was held last year, was a success in every respect. The men who attended were unanimous in their praise of the subjects presented, and the companies who sent their men to attend expressed themselves as being in favor of such courses, as the knowledge gained was a decided benefit to the salesmen.

The Program

In outlining the program for the two weeks' course this year, the committee made every effort to provide definite and certain lines of thought for presentation, and secured speakers of the highest type to discuss the matters with the salesmen.

The outline of the course is given below:

FIRST WEEK

Monday, September 27

Room 3, United Engineering Society Building.

10:30 A. M.—Registration.

11 A. M.—Address of welcome, by Alexander Forward, secretary-manager, American Gas Association.

Introduction to Course.

1:30-4:30 P. M.—"Industrial Heating Requirements," by J. A. Doyle, vice-president, W. S. Rockwell Company. (A discussion of the many factors which determine the selection of the fuel. The importance of temperature control, flexibility, etc., as illustrated by actual cases. Economics of heating processes.)

Tuesday, September 28

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Types of Ovens and Furnaces," by H. L. Read, ceramic engineer, Surface Combustion Company. (A discussion of the proper selection of the types best suited for the work. The economies involved in the selection of the various types.)

1:30-4:30 P. M.—Laboratory—Furnace operation, lighting, adjusting, trouble hunting, etc., at the Surface Combustion Company, 366 Gerard Avenue, New York City.

Wednesday, September 29

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Temperature Control," by A. A. Pihlman, engineer, Industrial Department, Consolidated Gas Company of New York. (Various systems in use—advantages of each—the importance of temperature control—when and where not to provide a special control apparatus in the light of the economics involved.)

1:30-4:30—Inspection of Consolidated Gas Company of New York laboratory.

Thursday, September 30

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Elements of Industrial Organization," by Walter Rautenstrauch, president, Fred E. French Company. (An elementary discussion of modern industrial tendencies and cost systems with special reference to production processes. The heating process in the light of factory cost findings.)

1:30-4:30 P. M.—Inspection trip to local industrial installations.

Friday, October 1

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Combustion Systems," by C. H. Light, development engineer, The Peoples Gas Light and Coke Company, Chicago, Ill. (Atmospheric, blast and premix systems; applications, and limitations and advantages of each.)

1:30-4:30 P. M.—Inspection trip to local industrial installations.

Saturday, October 2

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Gas in Relation to Competitive Fuels," by C. H. Light, development engineer, the Peoples Gas Light and Coke Company, Chicago, Ill. (Analysis of utilization costs of various fuels and comparisons based on the unit costs of final product.

SECOND WEEK

Monday, October 4

Room 3, United Engineering Society Building

9-12 A. M.—"Low Temperature Oven Application," by A. H. Sherman, Gehnrich Indirect Heat Oven Company. (A discussion of the use and advantages of gas in drying, japanning, baking, etc.)

1:30-4:30 P. M.—Inspection trip to local industrial installations.

Tuesday, October 5

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Heat Treatment of Steel," by T. B. S. Merkt, industrial engineer, Brooklyn Union Gas Company. (A discussion of the advantages and use of gas in hardening, tempering, annealing, carbonizing, etc. Types of furnaces, etc.)

1:30-4:30 P. M.—Inspection trip to local industrial installations.

Wednesday, October 6

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Non-Ferrous Metals," by R. S. Wile, Surface Combustion Company. (A discussion of the use and advantages of gas in the treatment of brass, copper, aluminum, tinning, galvanizing, etc. Types of applications with a discussion of the economics involved.)

1:30-4:30—"Gas-Fired Steam Boilers," by A. V. Leudemann, Mears-Kane-Ofeldt, Inc. (A discussion of the economics involved in the use of gas for generating steam and when gas-fired steam boilers can be particularly used to advantage. Advantages and limitations of different types.)

Thursday, October 7

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—"Plant Surveys, How to Make a Survey," by Ralph L. Manier, industrial heat engineer, Syracuse Lighting Company, Syracuse, N. Y.

1:30-4:30 P. M.—"Analysis of the Survey," by Ralph L. Manier.

Friday, October 8

Room 3, United Engineering Society Building

9-12 A. M.—"Elements of Salesmanship," by Ellsworth Ferris, Professor of Salesmanship, New York University, New York City. (Principles underlying salesmanship. The importance of scientific salesmanship.)

1:30-4:30 P. M.—"Industrial Gas Salesmanship," by W. M. Hepburn, vice-president, Surface Combustion Company. (The importance of salesmanship in the sale of gas for industrial purposes. Relation of gas company to manufacturer.)

Saturday, October 9

Auditorium, Consolidated Gas Company of New York Building

9-12 A. M.—Resume. Discussion by students, conducted by J. P. Leinroth, general industrial fuel representative, Public Service Electric and Gas Company, Newark, N. J.

Arthur W. Thompson Strikes Service Keynote in Statement

In assuming the office of president of the United Gas Improvement Company, I realize the responsibilities of the public service work which I am undertaking and in which field I have spent all of my career. It is a great honor to have been elected president of such an old, well-established company, and in assuming the position of president the policy of this company, which I understand to be one of courteous and considerate treatment of the public and particularly its customers, will, of course, be continued.

Public service work is one of the greatest, if not the greatest field there is for individual, as well as collective effort. The great financial stability of this company, with its conservative handling of finances and with the confidence of the stockholders in the directors and management of the company, places it in an outstanding position among public service corporations.

I am looking forward with keen pleasure to becoming a citizen of Philadelphia, as most of my life has been spent in Pennsylvania, where I was born and received my education and in which state I have taken an active part in various civic work, as well as constructive building in connection with those companies by which I have been employed.

The Syracuse Lighting Co. Elects Three New Directors

Syracuse, N. Y.—Following completion of the sale of controlling interest in the Syracuse Lighting Company, Inc., by the United Gas Improvement Company of Philadelphia to the Mohawk Hudson Power Corporation of Albany, several changes in the board of directors and in the executive officers of the Syracuse company are announced by President James C. De Long of the latter corporation.

C. S. Ruffner, president, and C. S. Brewer, chairman of the board of Mohawk-Hudson Power, and Crandall Melvin of this city, have been elected directors of Syracuse Lighting, succeeding representatives of the United Gas Improvement Company.

Mr. Melvin is a member of the law firm of Melvin & Melvin, counsel for the Syracuse company.

G. I. Vincent, manager of the company, has been elected vice-president.

* * *

Binghamton Light, Heat & Power Co. Asks to Build Plant in Endicott

Endicott, N. Y.—A petition to the village board of Endicott for a franchise to distribute illuminating gas in Endicott and to construct the plant for gas distributon was filed by the Binghamton Light, Heat and Power Company. It is expected that the petition will be considered by the board at its meeting September 7.

Endicott never has had illuminating gas, and its need has long been felt. Introduction of gas here would necessitate the erection of a gas plant and the installation of a piping system and evidently would be an untaking of great initial expense.

The Binghamton Light, Heat and Power Company, undertaking to install the proposed gas system in a workmanlike manner and to restore to its normal condition any sidewalk or street disturbed by the construction, petitions for:

"Permission to construct, operate, maintain gas pipes, gas mains, and other structures, appliances and appurtenances in and along the roads, streets, highways, avenues, lanes and public grounds of the village of Endicott, in order that it may supply gas to the residents of that village; permission that the company, its successors and assigns, be granted the right, privilege, and franchise of constructing, operating and maintaining in and along all thoroughfares of the village of Endicott such appurtenances as may be from time to time necessary or convenient for the proper transaction of the business of supplying gas for lights, heat or power, both within and beyond the boundary lines of the village."

R. H. Burdick Elected Vice-President of New Utility Company

New York City.—At a recent meeting of the Genesee Valley Gas Company, R. H. Burdick, formerly chief gas engineer of the Electric Bond and Share Company, was elected to the posts of vice-president and treasurer. The other officers of this company are Theodore W. Stemmler, Jr., president, and Percy A. Shay, secretary.

The Genesee Valley Gas Company is incorporated under the laws of the State of New York, with a capital of 10,000 shares of

R. H. Burdick

prior preference stock and 5,000 shares of preferred stock, both of $100 par value, and 20,000 shares of non-par common stock.

This company has petitioned the Public Service Commission of New York for permission to purchase the stocks of the Pavilion Natural Gas Company, the Churchville Oil and Natural Gas Company, the New York State Natural Gas Corporation and the Ticonderoga Electric Light and Power Company, which render gas service to twenty communities in the Genesee and Wyoming Valleys, and electric service to two communities in the foothills of the Adirondack Mountains in New York State. At a public hearing in Rochester, N. Y., on August 30th, before Public Utility Commissioner Charles Van Voorhis, it was announced that in the event of these purchases being sanctioned by the commission the new owners proposed to erect a modern gas plant at Pavilion to augment the now declining supply of natural gas, and thus restore to normal the service, which has been unsatisfactory during the immediate past.

The new gas plant and its necessary adjuncts, together with the rehabilitation of gas and electric transmission and distribution lines will, it is estimated, require some $250,000 during the next eighteen months or two years, and the Genesee Valley Gas Company is prepared to expend this amount.

All banking arrangements in connection wth the affairs of the Genesée Valley Gas Company are under the supervision and control of Battles & Company of Philadelphia and New York, and Glidden, Morris & Company of New York. Construction work will be conducted by Stemmler & Company of New York, and all matters pertaining to engineering, management and operation will be in the hands of Burdick & Company of New York.

* * *

Gas Service Being Extended in Minneapolis

Minneapolis, Minn.—While officials of the Minneapolis Gas Light Company are negotiating to obtain a franchise to supply gas service at Columbia Heights work on the company's $250,000 project, which will supply the suburban towns with gas, is nearing completion. All of the work should be completed by the first of October, R. R. Rand, vice-president of the company, said today.

Work on the project was started more than two months ago and since that time a crew of 200 men have been at work with two large excavators installing mains. Ten days after the inauguration of the suburban service, which was started in Morningside, gas was available to the residents.

Edina Mains Laid

Working night and day the crew moved to Edina, where they finished laying mains in two weeks. Richfield, the next town on the schedule, was connected with the plant in Minneapolis and work started on the mains.

This work, which is more than one-third completed, will be finished by September. The entire project, which involves more than 30 miles of additional mains, is the largest ever started by the gas company.

Supplying 1,600 Homes

More than 1,600 houses and buildings will be supplied with gas through the new project, according to Mr. Rand, and with the enlargement of the company's plant and the new equipment, the people will receive the same service as the consmumers in Minneapolis. Because of the improvements in the Minneapolis plant, the additional load required to supply the suburban service can be carried easily, officers of the gas company said today.

If negotiations for the franchise in Columbia Heights are successful work will be started at once, and the village will be given service this year.

* * *

New Jersey Gas Association Will Hold Outing

Philadelphia, Pa.—The members of the New Jersey Gas Association are planning an outing on Monday, Sep. 13th to Hotel Bellvue, Sea Isle City, N. J.

The order of the day is as follows:

10:00 A. M.—Bathing.

12:30 Noon — Dinner, music, dancing.

2:00 P. M. — Uniform will be bathing suits.

2:00 P. M.—Stilt race.

2:20 P. M.—Balloon race.

2:45 P. M.—Duck-on-Davy contest.

3:00 P. M.—Quoits.

3:30 P. M. — Channel swimming contest.

4:00 P. M.—Awarding of prizes.

4:15 P. M. — General foot race from beach to refreshment stand.

News from New England

Boston, Mass.—Net earnings available for common dividends of the subsidiary companies of the Massachusetts Gas Companies for July were $295,999, against $204,874 in July 1925; seven months to July 31 this year, $2,732,870, against $1,644,254 for the same period a year ago.

Manchester, N. H.—Judge T. F. Clifford, referee in bankruptcy at a hearing in this city, has appointed Edward Seybolt as trustee for the Hampton Gas Company and given him authority to sell the property at public sale. Mr. Seybolt has heretofore been acting as receiver for the company. It was further decreed that the Haverhill Gas Company shall furnish gas at $2 a thousand feet from now on until such time as the season may close at the beach. The former rate was $2.25 net. The new trustee will furnish a bond for $5,000. John W. Emery and Walter M. Africa of Portsmouth and Manchester respectively were appointed appraisers.

Norwich, Conn.—The annual outing and field day of the Norgaselco Club of the Norwich Gas & Electrical Department was held at Red Top, Norwich, on Thursday, August 27, with an attendance of more than 200. There was an extensive program of sports of all kinds, diving exhibitions, musical program and a clambake.

Boston, Mass.—The Boston Consolidated Gas Company has sold its property on Girard Court, West Newton, to Patrick T. McMahon. It is assessed for $3,000, including 11,000 square feet of land, and the old gasmometer, formerly used by the Watertown and Newton Gas Company.

Oriskany to Have Gas Plant

Utica, N. Y.—The householders and business establishments of Oriskany will soon have gas service. An official of the Utica Gas and Electric Company states that an extension will be made to that village at once. According to the plans, the mains will be extended from the end of the Whitesboro gas service line.

A six-inch transmission line will be constructed and a distribution system will be installed to take care of the village consumers. Permission to construct the gas mains has just been granted by the Town Board of Whitestown.

* * *

Gas Company Sold

Denver, Colo.—The Eldorado Gas Company of Arkansas and its affiliated company, General States Gas and Electric of St. Louis and Norphleet Gas and Water Company, owned by W. A. Busch and associates of St. Louis, has been sold to a syndicate headed by George W. James and Hopkins Wade of Eldorado.

Gas Company Bought

York, Pa.—The Pennsylvania Gas and Electric Company, which recently acquired the York Gas Company, has just closed negotiations for the purchase of the Peoples Gas Company at Pittston.

John A. Weiser, for fifteen years an employee of the York Gas Company, and who for the past fourteen years was sales manager, has been designated to manage the Pittston plant. John R. Heffner will now be the local sales manager.

* * *

D. C. Ray Wins Speaking Contest at Gas Association Lunch

Pasadena, Cal.—Don C. Ray, public relations manager of the Pacific Gas and Electric Company, won the three-minute speaking contest of the Pacific Coast Gas Association luncheon at the Vista del Arroyo Hotel, with a talk on "What the Public Relations Department Has Contributed to the Gas Industry During the Past Year." He was presented with a silver cup at the convention banquet.

E. Earl Jones of the Portland Gas and Coke Company won second place, and J. C. Hayden of the Thompson Water Heater Company of Glendale, placed third.

Gas Company Men on Annual Picnic

Elizabeth, N. J.—The collectors of the Elizabethtown Consolidated Gas Company recently held their annual outing at Cedar Lake as the guests of George Van Bergan of Elizabeth at his summer cottage. The afternoon was spent in bathing, boating, fishing and athletic games.

A pie eating contest during the party was won by George Lawrence. The peanut race by Joseph Gannon; watermelon contest by Edward O'Rourke; egg race by William McCarthy and a sack race by Henry Schwarz. Joseph Smith was awarded a prize for pulling in the largest fish. Dr. Andy P. O'Rourke gave a Charleston exhibition for the guests and a double quartet composed of Joseph Smith, George Lawrence, Joseph Gannon, Henry Schwarz, Edward O'Rourke, P. O'Rourke, William McCarthy and George Van Bergen, entertained with a number of vocal selections.

At 7 o'clock the guests enjoyed an old fashioned Rhode Island clambake prepared by the host.

The trip was made by automobiles.

Big Contract Made for Natural Gas

Denver, Colo.—A contract to sell Interstate Natural Gas Company, Inc., forty million cubic feet of gas a day for ten years has been made by Southern Carbon Company, subsidiary of Columbian Carbon Company. It is estimated this will net Columbian Carbon Company $600,000 annually, as it retains the privilege of extracting gasoline from the natural gas.

Gas Is Turned On in Cos Cob

Greenwich, Conn.—Gas was recently turned on in Cos Cob by the Greenwich Gas Company.

Within the next two or three weeks it is expected that service will be turned on in the borough. Laying of the mains is being rapidly completed. Appliances are being installed throughout the borough.

Industrial Gas Sales Show Huge Increase

Chicago, Ill.—The sales of manufactured gas in Chicago will increase 280.08 per cent in the next twenty-five years, according to a statistical forecast made of the city by analysis of industrial and population trends. The sales of gas in 1925 were 32,500,000,000 cubic feet, the largest on record for the Peoples Gas Light and Coke Company, which supplies Chicago. The forecast predicts a sale of 123,530,000,000 cubic feet in 1950, or more than one-quarter of the total gas sold in the country in 1925.

The engineers and statisticians who made this report, claim that although the population will increase only 53.58 per cent, the gas sales will almost triple, because of certain economic and industrial trends toward the use of a high-grade fuel. The increasing use of gas in manufacturing processes and in heating homes will be responsible for a great part of the growth, it is anticipated, while the infant field of gas refrigeration and house cooling will also be responsible for its proportionate share.

In the past fifteen years the sales of gas in Chicago have increased approximately 78 per cent, while the population has grown 38 per cent.

Petersburg Gas Co. Held in High Esteem

Roanoke, Va.—Public service corporations all over the United States are in the forefront when it comes to taking the people into their confidence of what they intend to do and the policies they outline from time to time. This has been conducive to splendid results. In the many communities and cities the writer has been in, he has without an exception always found a public service corporation active in every movement for the public good and in many instances ahead of their associates when it comes to developing territory or making their particular place a more desirable spot for the many people to live.

Petersburg Gas Company is no exception to this rule. It is one of the oldest concerns of its kind to be found in the United States, as it was doing business previously to the war between the States. It caters to the wants of more than 2,300 different consumers, giving splendid service, taking care of every complaint and conducting its business in a manner that has won the approval of all who have business relations with it. For the benefit and convenience of housewives a most modern and varied display of cooking utensils are to be found at the office. The Petersburg Gas Company affords employment to 30 people who are just as keenly interested in making Petersburg a better place to live in as are any of our other people. A splendid feeling of co-operation exists between the employees and the management.

W. H. James, manager, has occupied this position for a number of years. He is a Kiwanian; affiliated with the Masons and Elks, and looked upon by our people as a regular live-wire, and keenly interested in the public weal, being a liberal contributor to every movement that has for its object the advancement of this section. Under Mr. James, Petersburg Gas Company observes these ten commandments:

1. Both in the heart of things commercially and civically.
2. Service and stock unsurpassed.
3. Everything—the acme of cleanliness.
4. Remember "Courteous Service."
5. Adjust claims cheerfully.
6. Be fair.
7. Watch your trade.
8. Go the other fellow one better.
9. Satisfy customers thoroughly.
10. To have the good-will of all by deserving it.

Amarillo Gas Co. to Make Improvements

San Antonio, Texas.—The Amarillo (Texas) Gas Company has completed arrangements for improvements which will call for an expenditure of $150,000 in improving its distribution system in and around that city. A 6-inch main is being laid to the Amarillo refinery which will also serve the new additions being opened in that part of the city. There will also be new mains laid on Tyler street from North First to South Thirteenth streets. Harry Brown, manager of the company, states that every effort is being made to keep pace with the growth of the city and as fast as additions and improvements are needed, they will be made.

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W. B. Meade Earns Promotion

Waverly, N. Y.—Announcement was made recently of the promotion of Walter B. Meade, of Waverly, to the managership of the Athens and Sayre Gas Company and the Waverly Gas Light Company, to succeed O. L. Haverly, retired.

Both companies are subsidiaries of the Southern Gas and Power Company, having been purchased by the larger concern within the past year.

The promotion of Mr. Meade from assistant manager of the two companies to the post as manager is one which is well deserved and which will please the patrons of both companies with all of whom he has been very popular. Mr. Meade began his service with the Gas Light Company of Waverly 10 years ago working up through all the departments of the business. He is thoroughly conversant with the gas business and at present is directing the installation of gas mains in South Waverly, having secured enough patrons in that borough to warrant the laying of more than 8,500 feet of the main.

The appointment became effective September 1, when Mr. Haverly will retire as active head of the companies to enjoy a few years of well deserved rest.

Contracts Awarded

The Manchester Traction Light and Power Company, one of the progressive utilities of the New England states, has been carefully studying the various types of coal carbonizing systems in this country in order to settle upon the most efficient and economical one for their conditions. As a result of this study they have awarded a contract to the U. G. I. Contracting Company of Philadelphia for the installation of the U. G. I. intermittent vertical retort, having a daily capacity of 700,000 cubic feet.

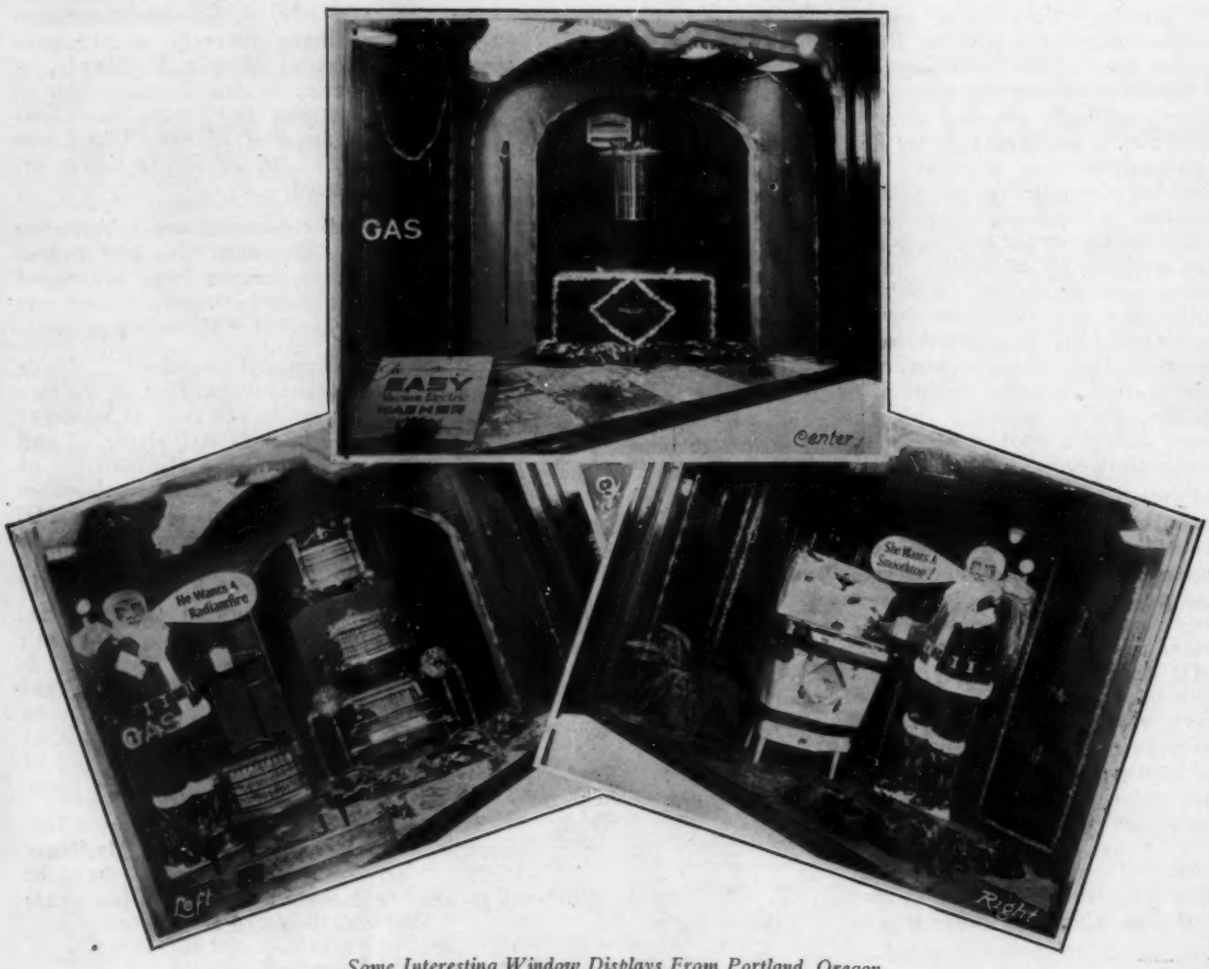
According to W. F. Norton, vice-president of the Nashua Gas Division of the company, the plant, when completed, will be one of the finest in the country.

In addition to the original retort business, the installation will include the U. G. I. waste heat boiler complete, and a coke handling apparatus, screening plant, also gas heating plant, tar and liquor system, pipe connections and pumps, and complete foundations for the installation.

The Memphis Power and Light Company, of Memphis, Tenn., has awarded contract to the U. G. I. Contracting Company of Philadelphia for the installation of the U. G. I. vertical waste heat boiler to be connected to an 11-ft. set. W. A. Dunkley, manager of the Memphis plant, is looking forward to the installation of this boiler with considerable satisfaction, as it will be a valued addition to his steam generating equipment.

The U. G. I. Contracting Company of Philadelphia has been awarded contract to furnish and install a U. G. I. waste heat boiler and Model B automatic control in the plant of the Havana (Cuba) Electric Railway Light and Power Company. This equipment will be atttached to an 11-ft. set and will greatly improve the efficiency and economy of operation of the apparatus.

The Public Service Electric and Gas Company is preparing to increase the manufacturing capacity of its plant at Camden, N. J., and has just placed orders with the U. G. I. Contracting Company of Philadelphia for the installation of an 11-ft. cone top carburetted water gas apparatus compete with back-run connections and Model B automatic control included in the contract; also necessary steel plate operating floor, together with welded steel blast connections to welded steel take-off main. The contract further includes the installation of the U. G. I. vertical waste heat boiler, complete with connections and piping; also the installation of a Smoot exhaust steam accumulator with its appurtenances.



Some Interesting Window Displays From Portland, Oregon. Designed by The Portland Gas Light and Coke Co.